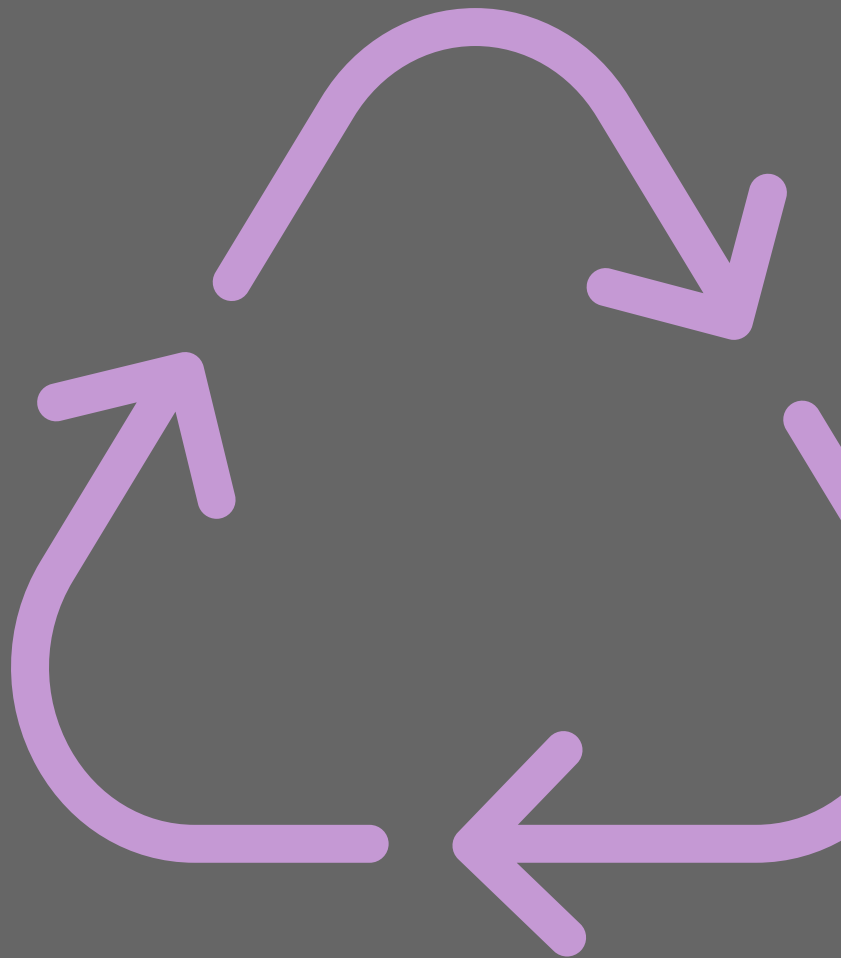




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# Sustainability Policy

2021



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# 1.0 Current Impact

## 1.1 Carbon footprint of main business

I'm using 3621 kWh of electricity each year. I am unsure whether this is from renewable or non-renewable sources as we do not control our energy supplier (it is controlled by the building). Based on 1kWh producing 0.256kg of CO<sub>2</sub>, I calculate the carbon footprint of the studio's electricity usage to be 0.9 tonnes.

I have based this annual figure on the 12 month period up to the March 2020 first COVID-19 UK lockdown as it is the most realistic figures – the studio's heating is run by electric so it drops significantly when the studio is closed, and in the summer periods when heating is not needed.

April 2019	260 kWh	October 2019	63 kWh
May 2019	262 kWh	November 2019	402 kWh
June 2019	135 kWh	December 2019	522 kWh
July 2019	67 kWh	January 2020	675 kWh
August 2019	71 kWh	February 2020	522 kWh
September 2019	57 kWh	March 2020	597 kWh

I currently commute to work in my car five days a week, which is a 3.6 mile round trip. My car is a 2018 Volkswagen Golf which produces 116g/km. I have worked out that this is 936 miles a year and equates to a carbon footprint of 0.17 tonnes when converted to kilometres (1506km).

I have also looked at the impact of the business in terms of recycling, travel and materials. We recycle or reuse as much as possible, for example – we have never purchased bubble wrap. One of our business neighbours receives parcels with a lot of bubble wrap – anything we need comes from their 'bubble wrap stash'.

We recycle cardboard, paper, glass and plastics as standard. We also recycle ink cartridges with HP Instant Ink's closed-loop recycling system. We use rechargeable batteries instead of single use. We currently use a Tassimo for singular coffees or hot chocolates, which we recycle at the local recycling centre.

## 1.2 Carbon footprint of products

I've assessed the impact my products have and have found the following:

We have two packaging suppliers. Both companies have excellent sustainability policies – one takes pride in being a sustainable, minimal waste company and 90% of their stock is recycled/recyclable, and the other operates a 100% recycling principle are focused on sourcing environmental solutions that will lessen their environmental footprint. I chose both of these companies based on their sustainability policies and their range of eco-friendly options.

The supplier of our printed marketing literature (ie product guides) is FSC certified and has a brilliant offering of recycled papers, which we are now using for all of our literature. They are committed to reducing their impact on the environment from innovative packaging and sourcing carbon-neutral and eco-friendly papers to minimising and recycling their waste.

For prints, until now we have been using a local supplier who happened to be located opposite our premises, unfortunately they have moved and stopped offering photograph printing services so we have had to find an alternative.

I have been unable to source the sustainability policies of our new prints supplier, our two framing suppliers, our canvas supplier and our USB & mounts supplier, but I have emailed each of them and encouraged them to enter their details for the climate positive certification. Our album supplier is FSC certified, but unfortunately it is located in Italy.

I have calculated how many miles our products have done in the year 2019 and it was 24,080 miles. The average diesel-fuelled van's CO<sub>2</sub> emissions is 160g/km creating a carbon footprint of 6.2 tonnes.

I have done some research on which courier has the best environmental practices, from my research it appears that DPD has won the Green Apple Award for Best Environmental Practices for its achievements in reducing carbon emissions. Until now I have sent any big packages by Royal Mail, but from now on I will be using DPD Local.

I also use the Forest app when I'm working on editing or administrative work, and while this doesn't gain a lot, when you collect 2500 coins you can plant a real tree. To collect coins, all you have to do is work without distractions/picking up your phone.

### **1.3 Carbon footprint of customers**

In order to fully understand the impact of my business I've calculated the carbon used by my customers travelling. I've calculated this on 235 of customers making 3 journeys of an average of 5.5 miles. According to Statista, the average CO2 emissions for a car in 2018 was 141.9g/km (<https://www.statista.com/statistics/464270/average-co2-emission-figures-for-all-licensed-cars-in-great-britain-uk/>). I couldn't find any newer figures, but based on this figure, this creates an average carbon footprint of 0.9 tonnes.

### **1.4 Additional impact**

Other areas of my business that I have also identified as being areas that can be improved are:

#### **1.4.1 Lighting**

We have recently switched the old fluorescent strip lights that were in the studio to LED. We have down-lighters in the office and reception/viewing room, when these bulbs need changing, they will be switched to energy-saving bulbs.

#### **1.4.2 Business practices**

Until recently, despite filing our tax return online, we have still been keeping a physical copy of our invoices and receipts. We have just made the switch to accounting using Quickbooks, which eliminates the need to print invoices and receipts. Going forward we will also not be printing customer invoices as standard – we will email a .pdf document instead.

#### **1.4.3 Electrical equipment**

We switch off all electrical equipment when not in use (rather than using the stand-by option).

#### **1.4.4 Business travel**

When working on weddings we do have to travel further – myself and my colleague always share a journey (unless circumstances mean it's not possible). In 2019 we travelled 615mi for weddings. This equates to 146.529kg/0.15tonnes. I calculate my overall car carbon footprint to be 0.31 tonnes.

# 2.0 Sustainability Aims

Following the sustainability audit I will be committing to the following:

**01**

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**Reducing Carbon Footprint**

**02**

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**100% Renewable Energy**

**03**

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**Positively off-setting 100% of the businesses carbon**

**04**

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**Positively off-setting 100% of my personal carbon footprint**

**05**

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**Reducing travel by 40%**

**06**

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**Comitting to reduce 25% of my product's carbon footprint**

**07**

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**Reducing single use plastics**

**08**

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**Only using FSC certified card and products**

**09**

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**Promoting sustainability through our products**

**10**

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**Offering special eco products**

In order to achieve the aims set out above I will be committing to the following:

#### **Reducing carbon footprint**

- We have just started using Quickbooks for our accounting software which enables us to store invoices and receipts digitally within the app. We are stopping printing invoices/receipts for our end of year accounts immediately.
- We will not be printing customer invoices as standard, we will be emailing a .pdf document instead.
- At home I am going down to one car in my household, making use of lift-sharing with people who live near me, and working from home at least one day per week (and any day that I am not needed in the office).
- Purchase a bicycle so it is not necessary to drive every day.
- Switching to energy-saving down-lighters in the office and viewing room/reception.
- Sending parcels with DPD Local instead of Royal Mail.
- Selling one car and becoming a one-car household.

#### **100% renewable energy**

- Whilst I am currently unable to do this at the studio, I will encourage my landlords to switch to renewable/green energy when their contract with their current supplier is ending.
- I have made the switch to 100% renewable energy at home.

#### **Positively offsetting 100% of the businesses carbon**

- 7.5 tonnes using Ecologi
- Continuing to use the Forest app to plant real trees by working without distraction

#### **Positively offsetting 100% of my personal carbon footprint**

- 10 tonnes using Ecologi

#### **Reducing travel by a minimum of 40%**

- By working from home one day a week and lift-sharing one day a week (travelling to work in a car three days of a week, rather than five)
- We will be encouraging customers that live more than 15 miles away to book in for a same-day viewing and we will post their order with DPD, reducing three round trips to one.

#### **Committing to reduce 25% of my products carbon footprint**

- Order prints once every two weeks rather than every week to reduce carbon footprint by 1.6 tonnes. Explore options of local/in-studio printing.

## **Reducing single use plastics**

- We will be continuing to use 100% recycled/recyclable plastic bags for our orders.
- Serving ground coffee in a cafetiere instead of using a Tassimo pod where possible.
- Source cleaning products that do not come in plastic packaging.

## **Only using FSC certified card and products**

- We have just switched to using our supplier's FSC certified recycled paper and we will continue using this paper for all products.
- Using FSC certified eco-friendly heat transfer vinyl for marketing items.

## **Promoting sustainability through our products**

- We will plant 25 trees for every Special Offer Package purchased.
- We will plant 25 trees for every newborn photoshoot booked.
- We will hold offers throughout the year with opportunities for customers to have 25 trees planted with their purchase.

## **Offering special eco products**

- Our digital image packages will have £30 off if the customer opts out of having a USB.



# 4.0 Positive Action

As well as reducing I will be committing to the following climate positive actions:

Goal	Amount	How
Business Carbon Positive Offset	1.2 tonnes	• Ecologi
Products Carbon Positive Offset	6.2 tonnes	• Ecologi
Customer Carbon Positive Offset	0.9 tonnes	• Ecologi

In total, my business commitment for 2021 is as follows:

Goal	Amount	Deadline
Reduction of carbon	A minimum of 1.6 tonnes	• 1st February 2022
Carbon offsetting	8.3 tonnes	• 1st February 2022



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